

FY2013 (Fall) Kentucky Crafted Program Assessment Sheet

APP #«APP»

Applicant Name: «Primary_Contact_Fname» «Primary_Contact_Lname»

DBA: «DBA»

Scoring Scale

- 0 Insufficient for evaluation or of **poor** quality
- 1 **Questionable** quality
- 2 **Fair** quality
- 3 **Good** quality
- 4 **Excellent** quality

Performance Expectation	Preliminary Scoring (0- 4)	Final Scoring (0- 4)
1. Artistic Excellence (70%)		
1. Clarity of artistic vision	0 1 2 3 4	0 1 2 3 4
2. Demonstration of a cohesive body of work	0 1 2 3 4	0 1 2 3 4
3. Technique, including attention to detail	0 1 2 3 4	0 1 2 3 4

2. Marketability (30%)	Preliminary Scoring (0- 4)	Final Scoring (0- 4)
1. Effective marketing copy	0 1 2 3 4	0 1 2 3 4
2. Digital images	0 1 2 3 4	0 1 2 3 4
3. Pricing	0 1 2 3 4	0 1 2 3 4